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WHOLESALE PRICES

Harrold's

PEDIGREED

PANSIES

for 1955-56

Harrold's Pansy Gardens and Greenhouses

HORTICULTURISTS SINCE 1902

P. O. BOX 29

GRANTS PASS

OREGON, U. S. A.



Remember

Harrold's Pedigreed Strain

PANSIES

Are Your Best Value - Best Buy!

Information on this page, setting forth the advantages and exclusive character of this line of Pansy and Viola seeds, need not be brought to the attention of our thousands of regular users. However, each season, this catalogue comes into the hands of thousands of new folks who are not acquainted with the value of this line so we ask our regular customers to bear with us while we explain why we believe that we offer here America's outstanding selections of these seeds.

BACKED BY THE LONGEST SPECIALIZED PERSONAL EXPERIENCE In AMERICA:

C. W. Harrold, our founder, is the oldest specialist in America today, both in point of years of age and years of experience. He still actively has charge of our growing and breeding program after well over half a century in this work. Others in our staff have been in the organization over 40 years.

AMERICA'S MOST COMPLETE LINE:

We list the most complete line of Pansy and Viola seeds available from a single American source today. Fifteen HARROLD'S PEDIGREED STRAIN VARIETIES, introduced and exclusively produced by our organization are unexcelled in their field today. We also stock and supply more than 60 other varieties, strains and colors comprizing about all the worthwhile Pansies and Violas to be found. Some are of our own production, some come direct from the American or European originator.

A QUALITY LINE:

Selection may be made from this line to meet every requirement of quality, novelty, utility, habit, climatic adaptability and price. Many are exclusive to the Harrold line.

THIS IS A MODERN LINE:

More new strains or improved strains have been developed and released from our gardens since 1930 than from any other American source. Widely used and accepted we serve thousands of professional growers each year. We are constantly in touch with more than 9,000 professional tradesmen, many of whom have used our seeds for more than 25 years. Much valuable development work has been done, not alone in breeding the varieties themselves, but also in harvesting, storage, testing methods, compounding strains and general cultural procedure that affords the ultimate benefit to our customers.

YOU ARE PROFESSIONALLY PROTECTED:

For many years we have followed a strict policy of protecting our professional customers through limiting the privilege of wholesale prices exclusively to them. We issue two separate and distinct catalogues in order that this may be so and this professional edition is limited to tradesmen.

AN ESTABLISHED, ACCEPTED LINE:

HARROLD'S PEDIGREED STRAIN SPECIALTIES have been nationally advertised at both the trade and retail level for many years. Advertisements relative to it have appeared in some individual trade journals for more than 30 years. In National Magazines more than 3,000,000 copies appear annually with ads about Harrold's Pansies. We distribute several hundred thousand direct mail catalogues and folders on them each year at both the wholesale and retail levels. These latter materials are printed in our own printing and lithographic department that is completely equipped with three high-speed, automatic presses. The best recommendation of all, however, is the fact that we send out some 25,000 packets of these seeds each year to professional florists, nurserymen, large estates, park departments, resorts and fanciers in every State, all Canadian Provinces and 18 Foreign Countries. Practically every sale is made direct to the gardener who plants them.

A PRACTICAL PRICE SCHEDULE:

Growing many thousands of plants each year and supplying wholesale and retail customers we have kept more realistically in touch with the problems of profitable production than any of our contemporaries. We have established and maintained a price range on plants from Harrold's Pedigreed Seeds that is profitable to you and this goes a long way to help you make a profit from your efforts. Harrold's varieties bring profitable prices when well grown.

Harrold's FREE Advertising and Sales HELPS

FREE CULTURAL FOLDERS

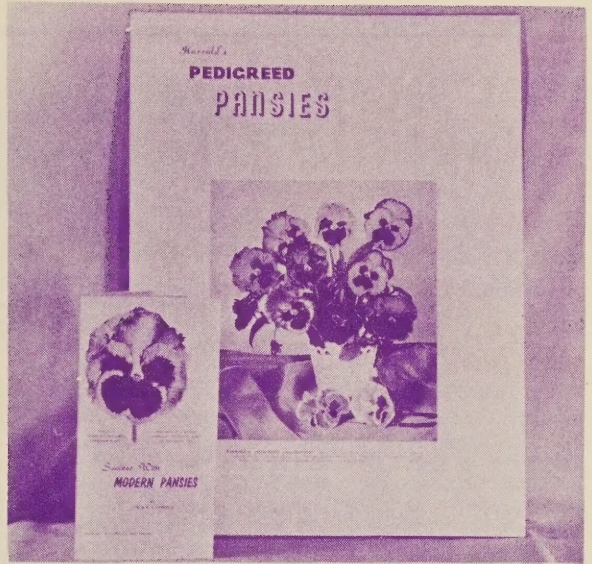
Sample Enclosed

An ideal advertising piece to make more satisfied customers and useful in interesting more gardeners in using your Pansy plants. Handed to the gardener at the time he buys plants, these folders reduce the possibility of complaints and leads the customer to better results that will bring them back year after year.

The availability and modest cost of these folders in unlimited quantities makes practical their use in sales promotion work. Designed to go into a regular small business envelop they may be mailed out with statements or other business mail at no cost for postage and it is thoroughly practical to make a mailing of them to your best customers on a purely advertising basis. For this latter purpose they are far more effective than post cards because they impart much useful information.

THEY ARE COMPLETE: Expertly written so as to meet practically all questions, their 8 pages is adequate but not too large. Lithographed in colored ink they have good appearance and are pleasing and attractive. They help you spell out the quality of your product and service.

EXCLUSIVELY YOURS: Our address appears no where on them but **WE IMPRINT YOUR NAME AND ADDRESS ON EACH COPY COMPLETELY WITHOUT ADDITIONAL CHARGE. THEY SERVE YOUR CUSTOMER WITH YOUR**



FREE CULTURE BOOKLET & COLOR POSTER

SERVICE. This **FREE** imprinting is entirely exclusive. Not available from other firms.

FREE TO YOU WITH SEEDS

With each basic order for \$10.00 or more in Pansy Seeds of the **HARROLD'S PEDIGREED ORIGINATIONS** (those varieties whose name is prefixed by the name Harrold's) you will receive 20 copies of this folder without charge. For each \$1.00 above the basic \$10.00 you will receive 2 additional copies. If you are using these Harrold's Pansy Varieties for plant production you may purchase these folders in unlimited quantities at \$2.25 per 100; \$20.00 per 1,000; 5,000 for \$80.00 imprinted with your name. Seeds must have been purchased during season of use to qualify for this.

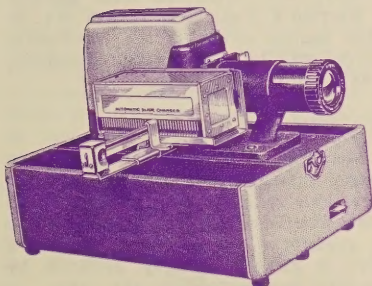
COLOR POSTERS

A stock item now at all times. Produced by the latest photographic-printing process on a new, high luster material, these show the most modern types of Pansies attractively.

FREE - A copy with your basic \$10.00 of order for Harrold's Originations and another with each added \$10.00 of order. Copies may be purchased at 50¢ each; 5 for \$1.00; 25 for \$4.00 postpaid.

Announcing

OUR NEW COLOR SLIDE AND LECTURE SETS.



We are now preparing and expect soon to start releasing a number of 35mm **COLORED SLIDE SETS** for the use of professional gardeners and garden clubs. The Pansy sets will be ready first but sets on Tuberous Begonias will be available later. Lecture text for reading at time of showing will be supplied and if demand is indicated this lecture text will be made available on recording tape of 7½ inch speed for playing at time of showing slides. Mailing cards for announcing showing date and location, and souvenir folders for distribution at the showing will also be available.

Definite release dates are not yet established but we ask that all those interested in obtaining use of these sets and lectures write us stating approximate number to which showing can be made and whether tape recording is desirable. Full details will be supplied as soon as possible at which time a showing date will be established at your convenience.

SELECTING AND GROWING

HARROLD'S Pedigreed Strain PANSIES

Easily Grown Almost Anywhere

In Bloom For Months In Most Climates

Hardy Practically Anywhere

The experience and breeding that has gone into the development of this Harrold's Pedigreed Strain line of Pansies affords you the ultimate in variety and quality in this ever popular group of plants. Every bedding plant retailer needs good Pansies each spring and always finds them one of his most popular and profitable items. They are easily grown with a minimum of equipment and with few exceptions are perfectly hardy in outdoor cultures anywhere in the U. S. A. and most of Canada.

With the exception of our Harrold's Pedigreed Cut-Flower Pansies **TALL SELECTION**, all the varieties offered in this catalogue should prove suitable for wintering in outdoor beds or cold-frames. In severe climates, good drainage, soil loose enough to prevent heaving from freezing and a light mulch should see your plantings through the winter easily.

PLANTING SCHEDULES

We are enclosing a card hanger which gives a basic outline of the usual planting schedules followed by most commercial growers. You may want to vary this some to meet your own requirements but it will be found to be a rather generally applicable schedule for those growers who are new producers. We have punched this card so it may be hung in a convenient spot in your workroom to remind you of this schedule.

GROW MORE PANSIES

If you have not already been growing Pansies you will find them to be a very valuable line with your other bedding plants. You will find Harrold's Pedigreed Pansies the most desirable to grow. The line is so complete, (The most extensive in America) that no matter what your requirements are some of the varieties will fill it best.

If you buy seedling plants, ask your grower to supply you Harrold's Pedigreed Varieties or better still contact him now and place your seasonal order for Harrold's Pansies so that he will be sure to have enough for you.

Where you plant and produce your own seedlings, be sure to plant enough to meet the brisk demand. If you have not been planting the seeds for your requirements, try some this year. You'll find it is not as difficult as you may think and there is a good profit in this home culture, not only from the cost of the plants but also from the saving in transportation costs. As we have all learned these past few years, quite often, the saving of transportation costs alone gives a pretty fair profit in producing many items we once bought as finished material. This is especially true if you are situated where you have to ship over a considerable distance.

FREE CULTURE BOOKLET

Our booklet "MODERN PANSIES" Their History, Culture and Habits will accompany all orders for seeds or plants. This gives complete information needed for your success with Pansies.

THE VARIETY TO SELECT

The selection offered in this catalogue is the most complete made by any grower of seeds or plants. At first glance the mere scope of the selection may be confusing but each variety has its own characteristic and use.

In mixtures the price range to some extent is an index to the capabilities of the variety as to the size of flower and richness of color range. The more costly are the more highly bred and more recent of introduction. There are colors and combinations in these varieties that are not included in the older and less costly sorts. From the standpoint of quality, however, all Harrold's Pedigreed Strain varieties are grown to a quality not a price.

BEDDING MIXTURES

In general there are two distinct groups of these. The so-called **EXHIBITION GROUP** is the largest flowered generally and the most useful where mass plantings in the most showy colors viewed from a distance is desired. The color formulas usually are of lighter shades that show to brilliant effect and this brightness is enhanced by the fact that this group has a characteristic smaller center blotch and develops more of the self (plain colors) than the fancy group.

The **FANCY GROUP** gives truly giant flowers in the darker and more velvety shades. The center blotch is large, covering three and sometimes all five petals over as much as half their area. The general effect is much darker on overall color tone and so at a distance this group does not show so brilliantly. However, when viewed as individual plants or where planted in spot plantings about the garden they are most useful and attractive.

EXHIBITION MIXTURES

We consider our Harrold's Pedigreed Giant Art-Shades to be the largest flowered in this class and the most desirable. The color range is modern and in every way these meet the most popular demand. Our Harrold's Pedigreed Giants are an older strain, the parent strain of the Art-Shades and are considered still by many of our gardening customers to be most preferable.

FANCY MIXTURES

This year our new introduction, Harrold's Pedigreed American Giants, of course heads the list in this class. This is followed by our Harrold's Pedigreed Swiss Giants which has been our top strain in this group for several years. Harrold's Improved Swiss is an old standby preferred by many since its introduction back in the '20-s.



A view of one of our Pansy seed production fields at the early harvest period. In order to maintain strain quality and a good color range growing must be done in acreage blocks as small operations limit quality selection. All mixed seeds are formula blended from harvest lots spread over several weeks so as to insure a uniform range of colors and to adjust for varied ripening time of the different shades. Experience is the foundation of quality.

COMBINATION MIXTURES

C. W. HARROLD'S PRIVATE BLEND tops the list in this class and was our 1949-50 novelty introduction. We suggest a careful examination of its description farther over in this booklet. Harrold's All-American Bedding Mixture is another combination mixture that merits attention by the gardener who is interested in as much variety as possible in a single sort at an economical price.

NOVELTY MIXTURES

We afford a selection of several of these that are developed either with a special growing condition in mind or a special color range that adds variety and enjoyment to your gardening. Certainly these several varieties merit your consideration.

FORMAL COLORS

This group of separate color selections are ideal for planting beds or borders that are to carry out a specific color scheme and they are the cream of this type of stock to be obtained. All are as true to color as any stock commercially available but where strict color uniformity is desired over-planting and selection will be required as no Pansy plants grown from seed may be depended on to be 100% true to shade or even color. Generally color uniformity will be true from 80 to 90% but we suggest that over-planting of 25% or more be practiced and selections made for planting as the first blooms appear on the plants.

**Select Several Types For Variety
And Full Profit**

WINTERING PANSIES

Pansies and Violas are much hardier than many gardeners realize. They will winter outdoors in most sections of the U. S. A. and Canada with little or no protection. Where temperatures normally don't go below 15 degrees above zero it will be found that protection is of little need and mulching in wet climates is to be advised against.

Plants that are to winter in open beds where temperatures below 15 degrees is expected should be planted by Aug. 20th and transplanted as soon as they have 6 to 8 leaves into the beds where they are to winter. This will probably be by early or mid-Oct. No protection should be given until the bed is frozen, then evergreen boughs may be turned up-side-down over the bed or a light mulch of straw or marsh hay applied. This is left on until the spring thaw and should not be so heavy but that some of the leaves are visible. The purpose of a mulch of this kind is not to raise the temperature of the bed but to slow down the freezing and thawing cycle that may kill the plant by "spewing", causing damage to the roots. This is the only danger and not the cold itself.

Beds where Pansies are to be wintered must have good drainage as the combination of cold and wet feet may prove fatal and if not will certainly damage the plants, causing small flowers and weak growth the following spring.

Wintering in cold-frames may prove less troublesome and more certain although with a little care it is not a necessity. You can have very satisfactory Pansies with reasonable attention to details as outlined in our culture booklet sent with each order.



Observations from -

A PANSY BREEDERS NOTEBOOK

Reviewing more than half a century of work with Pansies one begins to realize how much and how little has been accomplished. Great strides and improvements have been made but there are many still desirable projects for the future. I have been privileged to personally see and take part in a greater span of this work, probably, than any now living grower who has specialized in it. It is possible that this experience affords a background for some observations that may be of interest and possibly some value.

Watching, year after year, the comments, questions and problems of thousands of professional and home gardeners, it is forcibly demonstrated in a great many cases, that much misunderstanding about Pansies prevails. Here are some of the most common -

MARKETING & GROWING PROBLEMS

Each year there comes to our office many questions on these subjects and whenever there seems to be a repetition of a question several times during the year we like to pass along some of our experience in the matter when we can.

The growing, or maybe I should say the attempt to grow Pansies in flats seems to be considered the desirable thing to do these days of mass selling. Only a few days before I write this this question came up again with its production problems from one of central California's large growers. His problem was growing pansies in flats with 4 inch blooms and the plants short and bunched. He felt sure that if this could be done he could sell thousands and thousands more of these plants each spring. We all could for that matter.

Nature doesn't work that way and whenever we are determined to break her laws we seldom accomplish the desired results, although, in some instances we do gain improvements. The specifications, however, set up in this case is at present impossible of accomplishment. You can't grow 40 to 60 plants in a flat 24 inches square and get husky plants that are developed in a ground bed with spacing of 4 x 4 or 6 x 6 inches. There is neither the elbow room or the food supply to do this. Neither can the food supply be maintained at a high enough level in this circumstance to produce many 4 inch blooms.

In fact, even with the obvious marketing convenience that flat culture affords, we believe it to be one of the worst possible types of culture with Pansies. By the very nature of the plant they like lots of available food and elbow room to develop. They require a cool moist soil condition to do their best and this is a difficult requirement to fill with a flat only 3 or 4 inches deep.

When it comes to competitive marketing of Pansy plants I would hate to have to buck well grown field or ground bed grown stock that has been freshly lifted from the growing beds and placed in Pansy baskets for display, with plants that have been grown in flats. You would simply be so much outclassed that you'd be lucky to sell the flat stuff at half the price.

BAD TRANSPLANTING HABITS

This probably accounts for about as many

failures with Pansies as any single part of the culture. Too many growers are too prone to transplant Pansies while the seedlings are too small and in some cases to transplant too many times. The commercial grower should never transplant a Pansy plant more than once - from the seedling bed to his growing bed. That means when the customer transplants it to his garden the plant has been moved twice and that is all these plants will stand without showing a reduction in bloom size. Too many transplantings also tends to produce ill formed plants.

There is also a tendency with many growers to transplant the seedlings too young. Always make the seed sowing thin enough so that the seedlings can develop 6 leaves before being transplanted and it is better if they have 6 to 8 leaves. Smaller plants than this will be damaged to such an extent that they seldom develop the large bloom size or the robust plant habit that they should.

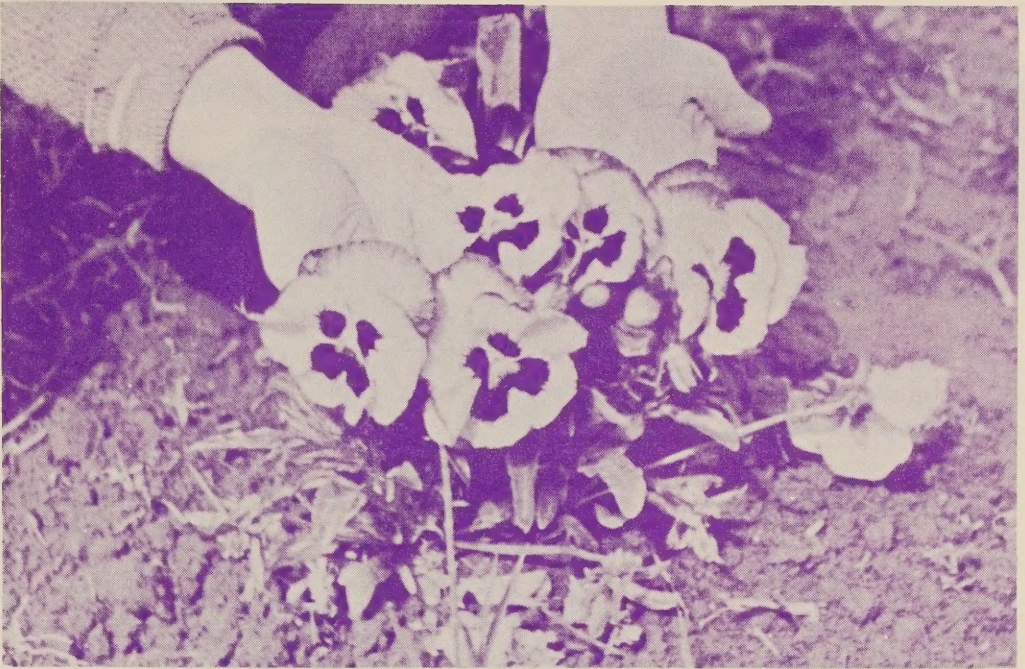
Not enough care is used in many cases to transplant the plant at the proper depth, either in the nursery or by the home gardener. A Pansy plant that is transplanted too deep tends to leg up into an ill formed plant and flowers will be dwarfed in size. Also a plant that is not set deeply enough will develop a weak root stem, be floppy at the base and suffer from severe dwarfing of the flower development. When transplanting the seedling should be set as nearly to the same depth at which it has grown in the seed bed as possible and firm up the soil around the root-stool so as to give firm support to the upper plant without smothering it with soil.

Care in attention to detail in this operation will go far toward the production of many more salable Pansy plants that will build your reputation for quality plants.

VARIATION IN COLOR BLENDS

Every season we have a number of letters complaining about a color mixture being too this or too that. Usually it's too much yellow; too much blue; too much purple. Unthinkingly the writer will jump to the conclusion that the seed grower is at fault and he might be if he is not an experienced specialist of long standing and good reputation. The funny thing about these cases is that one may come in complaining of excess yellow; the next one may be excess blue. From the seedsman's viewpoint these cancel each other out.

Now what is the cause of this? Well, yellow, blue and purple are predominant in Pansies. That is they are the most common, longest established colors, coming right up from the botanical stocks



This seed parent in one of our seed fields demonstrates the compact, free flowering habit of our Harrold's Pedigreed Strain Pansies. Compare the adult hands. This gives an idea of the flower size and plant habit with good culture. Note that the flowers are well shaped, nearly round with good substance. Six or eight plants like this in a basket looks like a dozen or more of the kind with a single bloom on them and they sell twice as well.

expected to germinate and grow well. Sometimes they do but they can fail unless the grower, as we do, has the checking of germination under laboratory control and holds each lot until it has proven to be properly cured.

There are other factors which are often overlooked in this new crop seed theory and an explanation of them may interest you.

We have developed good storage conditions that we have demonstrated to be capable of holding within 5 to 8% of original maximum germination into the third season of storage. This being the case, the season following harvest shows practically NO reduction in germination for at least 18 to 20 months after harvest. In fact a warehouse lot of Pansy seeds properly stored may show a germination test the following July or August that is better than that of the new crop that has been picked only 4 to 6 weeks.

NOT ALL COLORS RIPEN AT THE SAME TIME so for that reason blending of a full seasons harvest is the only assurance of a proper color blend. Yellow shades in general bloom and seed earlier and more prolifically. Were we to send you seeds all from the first week or two of harvest you would complain about the color blend. As other colors progressively ripen the color blend changes.

THE HARROLD ANSWER to this problem is formula blending of fresh seeds of the early harvest with seeds of the former late harvest so as to give you a balanced, proper color range. It is the only way it can be done. And, when the seeds are, as ours are, kept under germination control there is no problem of viability. We know that the seeds as they leave here are capable of good production. That is why every one of our seed packets carries a serial number.

OUR COLOR MIXTURES ARE BALANCED AS FORMULATED: Every lot from which we ship seeds is compounded from not less than 6 and sometimes as many as 15 various lots through the harvest. This depends on type of mixture and its character. The wider the range of color and types the more blending must be done for balance.

RESULTS CAN VARY

Despite all care in producing the seeds, protecting the viability and color, there are of course still factors which can upset this carefully planned seed breeding and these mostly occur in the culture you may give.

The most common cause of trouble with color blends when planting these Harrold's Pedigreed seeds develops from poor germination. We base our color formulas on an anticipated production of 10,000 plants per ounce. We have had growers report as many as 19,000 plants from an ounce. We consider the former figure as a fair average and therefore use it as a standard for formula. A production near that rate will give about the intended color range. If you can get more plants your color will be better because you will retain many of the finer colors that are produced by plants with less rugged habits. If, however, your production falls seriously below that figure a larger number of your plants will be the more hardy Pansy predominants - yellow, blue and purple, and you will probably be dissatisfied with the color range. This is a serious consideration in evaluating any mixed color variety and a hazard in such culture.

The planting of separate colors is but a partial answer to it. For one thing, because of the necessary close roguing to color and type standard, the seeds grown as separate colors will seldom produce the bloom size that is found in similar colors in the better mixtures. The demand for separate colors is not large, usually no more than 10% of the total demand so you can't afford to devote too much facility to them.

OTHER QUALITY VARIABLES may lie in the culture and situation given. Wet feet from poor drainage in winter as well as heaving that breaks the tap root, caused by freezing of a too tight soil will result in dwarfing of the flowers and in severe cases the loss of the plants. For large flowers an adequate food supply **MUST** be supplied. These factors are all covered in our culture booklet that comes with each order.

Their NEW
HARROLD'S PEDIGREED
*American Giant
Pansies*

NEW COLORS

GIANT SIZE

LONG STEMS

EARLY FLOWERING

ROBUST ^A_N_D HARDY



This new race of Pansies will certainly please those fanciers who prefer their Pansies large in size, deep in color and velvety in texture. We feel proud to offer them as our fiftieth anniversary introduction. Description of necessity must be a comparison of some sort that many gardeners know. In this instance the most widely known strain of similar type would be the popular "Swiss" types although this new race is much improved and a decided step forward in the development of "Fancy Type" Pansies. As much so as the "Swiss" race was at the time of its introduction.

The plant habit of these Harrold's Pedigreed American Giants is compact and robust bearing flowers with exceptionally long stems well above the foliage. They have foliage of bright green with huge leaves and the plants have proven to be of the hardiest constitution. They winter well, bloom early in spring after the winter rest and continue to bloom well into the hot weather. In fact they stand heat the best of any Pansy we have grown. Because of this a planting made in early spring right where the plants are to bloom usually results in an attractive bed right through the summers heat followed by a brilliant display as the cooler fall days come. Well resistant to the very few pests and diseases that affect Pansies.

The flowers are very large - on a par with our famous Harrold's Pedigreed Giant Art-shades - but the velvety deep tones set them apart from most other Pansies. There is a predominance of red in the color blend with many deep red shades or multicolor flowers that have red in the color combination. Blue and purple are of course represented in moderate numbers but it is the bronze and pink shades that attract the attention. Yellow is of course present but in balanced proportion and there is practically no white. Self colors have not so far developed to a noticable degree in this mixture. Many multicolor combinations, however, are entirely new. The seed and test beds of this variety have been a center of attraction in our nursery for the past two years.

NEW REDUCED PRICES THIS YEAR

SEEDS: Per Trade Packet, about 1,000 seeds, \$1.75; 1/8 oz. \$3.25; 1/4 oz. \$6.00; 1/2 oz. \$11.00; 1 oz. \$22.00; 2 ozs. \$37.50; 3 ozs. \$49.50; 4 ozs. \$56.25; 8 ozs. \$112.50; One Pound \$225.00.

*Harrold's***ATOMIC DAWN**

Because of restricted production potential this variety has not, and probably will not be available in large quantity. For that reason it was offered in but limited amounts in last summers catalogue.

Strictly a novel blend of rather soft colors in shades of pink, lavender, delicate blue, light gold and carrying many pastel shades entirely new to Pansies. The poly-chrome bronze shades are especially striking although a bit vagrant in number due to the particular characteristic of these types. Many flowers are heavily ruffled. Size is medium giant with a hardy plant habit.

SEED PRICES: Trade Packet, about 500 seeds, \$2.00; $\frac{1}{16}$ oz. \$4.00; $\frac{1}{8}$ oz. \$7.50; $\frac{1}{4}$ oz. \$14.00; $\frac{1}{2}$ oz. \$25.00; 1 oz. \$47.50.

*Harrold's***SUNSET GIANTS**

Another blend in a special color range which has had much popularity since its introduction several years ago. As these shades are mostly of limited reproduction we have not been able to get this blend onto a commercial quantity production. Mostly of Sunset Shades of orange, red and gold these make a bright colored stock for borders or mass bedding. The plant habit is quite hardy and unusually robust for these shades. Flower size is medium giant and of quite round form, some with moderate ruffling.

SEED PRICES: Trade Packet, about 500 seeds, \$2.00; $\frac{1}{16}$ oz. \$4.00; $\frac{1}{8}$ oz. \$7.50; $\frac{1}{4}$ oz. \$14.00; $\frac{1}{2}$ oz. \$25.00; 1 oz. \$47.50.

Harrold's Pedigreed **CUT-FLOWER PANSIES**

These have been another type that we pioneered having introduced the first commercial strain in 1930 and we believe that these were a "first" for us. There are two distinctly different types offered here, each has a specific use.

TALL GREENHOUSE TYPE

These are the tall growing strain - plants often reach 4½ feet under glass and reports of 4 foot plants have been made on open garden culture. For Cut-flowers this affords flowers with extremely long stems (10 to 16 inches) and the flowers are quite large though not as large as the best bedding sorts. Color range is the best of any of the tall strains that we have tested and with proper culture they afford an interesting subject. The plants of this variety is not equally hardy with other Pansies as freezing of more than 10 degrees will damage them and 20 degrees of frost will prove fatal. Recommended for outdoor culture only in mild climates or for spring planting; of most interest to the greenhouse operator.

SEED PRICES: Packet about 500 seeds, \$2.00; $\frac{1}{16}$ oz. \$5.00; $\frac{1}{8}$ oz. \$9.00; $\frac{1}{4}$ oz. \$17.50.

HARDY OUTDOOR TYPE

This was our Original introduction. Growth is rather low but under glass the flowers are large and on stems 8 to 12 inches long. Color range is as varied as a good bedding variety and the plant is just as hardy and may be outdoor grown in the same manner. Flower stems will be somewhat shorter when grown out of doors than they will be when greenhouse grown - and these are suitable for the greenhouse. We have many customers who grow them in the greenhouse during the winter and also have cold-frame plants coming along for early spring cut flowers. They do make attractive bouquets that stand up several days after cutting.

SEED PRICES: Packet about 500 seeds, \$1.50; $\frac{1}{16}$ oz. \$3.50; $\frac{1}{8}$ oz. \$6.50; $\frac{1}{4}$ oz. \$12.00.

OUR NOVELTY
1949 - 50



C. W. Harrold's

PRIVATE BLEND

A most descriptively named blend for it has been the personal project of our founder and is the result of much of his specialized work over the past 52 years. In the sense that it is not a strict type strain it is truly a BLEND for the basic stocks come from a number of bloodlines.

Much of the basic work on these goes back 25 years and more and as early as 1929 we were working with many orchid and pastel colored breaks that have in recent years been given names and claimed to be hybrids. As early as 1940 we believed that we had a stock that was satisfactory and we did offer it under the name Harrold's Pedigreed Giant Art-Shades - Orchid Selection. It was at that time about on a par with many of the present offerings in this class. However, after three years in the hands of home gardeners and professionals we were not satisfied with the results it was giving and so withdrew it from our line. Its principle faults, as has been the fault of most of this class, was that it wind and sunburned and had a bad tendency to fade out in hot weather. This type of stock is probably as near the albino of the Pansy as you will find and it has demonstrated the same weaknesses in its early development that albino animals do. I would hardly consider it a Hybrid as mostly it appears to have been developed from natural breaks through selective work and a small amount of hand pollination. As far as we know it is not the result of normal commercial hybridization technique.

Now, after four years of rather wide distribution we believe that this particular strain has demonstrated a good garden characteristic and ruggedness. That it is a practical sort that is a good item in any line where a better novelty color range is desired. It grows well without undue babying and stands sun, wind and heat in a practical way. There are many new and interesting shades and markings represented in the range that probably carries over 800 colors, shades and markings. Many have not been released before except as a part of our Harrold's Pedigreed Novelties. Most notable are the soft pastel and poly-chrome shades with lightly penciled throats overlaid by shades of brown, maroon and orange. Usually the ground colors of these flower types are pastels of orchid, lavender, cream-pink, terra cotta and heliotrope. For color contrast about half the blend is of deeper shades but the overall effect of the mixture is a light color range.

NEW REDUCED PRICES THIS YEAR

SEED PRICES: Per Trade Packet, about 1,000 seeds, \$2.00; 1/8 oz. \$3.75; 1/4 oz. \$7.00; 1/2 oz. \$13.00; 1 oz. \$25.00; 2 ozs. \$40.00; 3 ozs. \$51.50; 4 ozs. \$62.50; 8 ozs. \$125.00.



Harrold's
Pedigreed
NOVELTIES

The seeds sold under this name are a blend composed of surplus from our breeding and development work, therefore the supply is always limited. The name has remained constant since this stock was first offered in the early '30s but the seeds contained in the formula is different from year to year. Because of this they can not be priced as ordinary seeds but are offered and recommended to the fancier who is looking for novelty. The mixture does contain much that may develop similar to the better of the other Harrold's Pedigreed Originations. It also contains crosses made on these parents that will be different and interesting. Generally it is a type of seed not usually available to the public.

Any attempt to describe the coloring, type or form is impossible because of the very wide range of parent stock and the fact that the seeds supplied last year may not even resemble the blend supplied this season. The considerably reduced picture above shows but one of many unusual markings to be found in this blend. An effort is made to include only those stocks that maintain a high standard of form, substance and hardiness so they will be satisfactory under general garden culture.

SEEDS: Trade Packet of about 500 seeds, \$2.00; $\frac{1}{16}$ oz. \$5.00; $\frac{1}{8}$ oz. \$9.00; $\frac{1}{4}$ oz. \$17.50.

Harrold's Pedigreed
POT PANSIES

As far as we know this is an exclusive type with the Harrold's Pedigreed Line and was introduced by us back in the '30s. It has had fair popularity, as good as any special purpose type ever has, because of its special application.

The photo shows a young plant in a 4 inch clay pot giving some idea of its compact habit and large flower size. It is very usable in window boxes, urns or large pots but its season of prime display is relatively short though enjoyable. In type and color range it is a blend to formula and contains all types and colors.

SEED PRICES: Trade Packet, about 500 seeds, \$2.00; $\frac{1}{16}$ oz. \$5.00.



Harrold's Pedigreed

GIANT ART-SHADES

We consider this to be **THE FINEST EXHIBITION** type of Pansy available today. With good culture the flowers are extremely large (we have had them 5 inches across in the seed production fields) with excellent substance. They are probably the earliest flowering of the real giants and the coloring is very brilliant. Normally there are more than 500 color combinations and markings in this mixture with many pastel shades as well as pure, deep colors. The markings, typically Exhibition, range from self colors through the dainty penciled to the tri-color blotches having a veritable rainbow of color in a single flower like the one illustrated below. Plant habit under good culture, is equally robust and this variety is hardy under reasonable treatment anywhere in the United States. For mass bedding these are not excelled because of the brightness of the color range. At the same time many unusual specimens may be selected from the mixture for the individual spotting of color in the garden. Flower stems are quite long and stiff making good bouquet material. These are an improved progeny of our Harrold's Pedigreed Giants listed on the next page.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.50; $\frac{1}{4}$ oz. \$4.75; $\frac{1}{2}$ oz. \$9.25; 1 oz. \$18.00; 2 ozs. \$32.00; 4 ozs. \$45.00; per pound \$180.00.





GIANT SIZE
VERY HARDY

Harrold's
PEDIGREED GIANTS

Introduced by us in 1929 this variety remained at the top of the list of **EXHIBITION TYPE** Pansies until superceded by its progeny the Harrold's Pedigreed Giant Art-Shades. Among our professional customers it has retained its popularity because of its satisfactory performance and the reasonable cost of the seeds.

The flowers are very large when given good culture in a suitable situation and the plants are compact, robust and with good hardiness. They bloom among the very first in the spring and continue well into the summer if a bit of care is taken to see that they have adequate food and water. The color range is satisfactorily varied and the flower markings are typical of the Exhibition group. Many self colors as well as penciled and small blotched centers are included. Many flowers over 4 inches are usually produced with good culture.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.25; $\frac{1}{4}$ oz. \$4.00; $\frac{1}{2}$ oz. \$7.75; 1 oz. \$15.00; 2 ozs. \$28.00; 4 ozs. \$40.00; per pound \$150.00.

MODERN PANSIES - By C. W. and M. E. Harrold

In order that you may grow Pansies easily and more satisfactorily we issue a comprehensive culture booklet under the above title. As far as we know this is the most complete treatise on Pansy culture now in print comprising some 7,000 words of text describing the history and habits of Pansies as well as the most minute cultural detail both for the home gardener and the commercial grower producing plants in quantity. This booklet is **FREE WITH EVERY ORDER** for either Pansy or Viola seeds or plants. Those desiring the booklet alone may obtain a copy by remitting **TWENTY-FIVE CENTS IN COIN**. It will be sent postpaid.

THIS HARROLD'S PEDIGREED SWISS GIANT is quite typical of this variety in form and marking. Reproduction is about natural size of the flower photographed.



Harrold's Pedigreed
SWISS GIANTS

Until the introduction of our Improved Fancy Type Pansy, Harrold's Pedigreed American Giants, this was our top "FANCY" type Pansy. These differ from the "exhibition" type in characteristic coloring and markings as you can see from the picture on this page which shows a rather typical form.

In "Fancy" type Pansies the center blotch is usually quite heavy and covers a half or more of the three bottom petals; sometimes all five petals. The ground colors are usually different in character and tonal range even in those having lighter center blotch and it is to be recommended that for the greatest variety that you plant both types or use a blended mixture that contains both.

The flower size of these is very large and plant habit robust. They are as hardy as any bedding giant and flower stems are pleasingly long. Flower substance is very good. Flower color range is in darker shades than Exhibition varieties and many red, bronze and brilliant dark yellows are included. For variety we suggest that these and Harrold's Pedigreed Giant Art-Shades both be used.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.50; $\frac{1}{4}$ oz. \$4.75; $\frac{1}{2}$ oz. \$9.25; 1 oz. \$18.00; 2 ozs. \$32.00; 4 ozs. \$45.00; per pound \$180.00.



Harrold's

**ALL-AMERICAN
BEDDING MIXTURE**

This popular priced, blended mixture, has been widely used for nearly 30 years by some of the largest plant growers in America. It carries a blend of many of the more costly Harrold Pedigreed Originations and the rest is from the most popular Standard varieties. A very useful general mixture it carries all types and is to be recommended for the grow-in of plants for general bedding. Fully as hardy as the best and produces large flowers. The varied color range is hard to equal, especially at the reasonable price quoted.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; 1/8 oz. \$2.00; 1/4 oz. \$3.25; 1/2 oz. \$6.25; 1 oz. \$12.00; 2 ozs. \$20.00; 4 ozs. \$32.00; per pound \$120.00.

Harrold's

IMPROVED SWISS

When a good Fancy type of Pansy mixture is desired and price is a consideration, this is a most satisfactory selection to make. It is of course not as highly developed as our Harrold's American Giants and Harrold's Pedigreed Swiss Giants but it is the ancestor of both these more modern strains. It is a strain we developed early in the popularity of the "Swiss" type of Pansies being at that time improved to meet the conditions of the American Garden as well as the color range preferred by our gardeners in this country. The flower size is large, often as large as 4 inches and the color blend is typically Harrold with many exclusive, rich shades.



SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; 1/8 oz. \$2.00; 1/4 oz. \$3.25; 1/2 oz. \$6.25; 1 oz. \$12.00; 2 ozs. \$20.00; 4 ozs. \$32.00; per pound \$120.00.

The HARROLD'S PEDIGREED STRAIN LINE OF PANSIES gives you more quality; more varied selection; more concrete advertising help and are backed by more than half a century of acceptance. YOUR BEST BUY.

New Novelties & Late Introductions

The novelties listed on this page will be of interest to the fancier and those who like to try the new ones. All are of recent development or improvement and in several instances they are exclusive to our line.

VARIETY	Seed Prices	Tr. Pkt.	1/4 oz.	1/2 oz.	3/4 oz.	1 oz.
REMBRANDT: (Masterpiece) Of medium size and free flowering these have heavily curled and ruffled flowers. The color blend carries lots of pastel pink, buff, orchid, apricot, cream and rose.	\$1.25	\$3.00	\$5.75	\$11.00	\$.....	
SUNRAY: (Giant Bedding) A free flowering rather small flowered type with a novel ray effect in the flower markings. Color range mostly in lavender, purple, orchid, yellow and reds. Markings contrast or complementary.	1.00	2.00	3.75	6.50	
ELK'S BEAUTY: The nearest thing in color to Elk's purple in Pansies although it is somewhat darker. Very large and of medium heavy substance. A Maple Leaf type.	1.50	3.50	6.00	11.00	
MOON MOTH: (Jumbo) A large white with dark blue throat penciling. Some inclination to yellow breaks.	1.00	3.25	6.00	11.00	
FELIX: A mixture of medium sized flowers all having a characteristic yellow face usually consisting of black or maroon penciling on a yellow ground with an outer zone of color usually red, blue, bronze or yellow.	1.00	2.00	3.75	6.50	12.00	
WENDY: (Peter Pan) These Peter Pan types come from the same base stock as the popular Pansy America. This one is a soft porcelain or china blue that we like better than the Delft Blue in the regular separate color list.	1.50	3.50	6.00	11.00	
TINKERBELL: (Peter Pan) Many brilliant orange-bronze shades. Rather a flat flower form.	1.50	3.50	6.00	11.00	
CLARET: (Giant Swiss) A shade in a popular red range. Lighter and more brilliant than Alpenglow there are several closely related shades represented. Usual Swiss habit.	1.00	2.25	4.00	7.75	15.00	
HARMONY: (Improved Swiss) A compact ruffled form of this popular fancy type. Most of the flowers carry the characteristic heavy center blotch with distinctive contrasting colors around the blotch. A round flower form with heavy substance. Color range is quite rich.	1.25	3.00	5.50	11.00	20.00	
STRAWBERRY ROSE: (Giant Swiss) With us this sort, while somewhat similar to Raspberry Rose, carries a lighter color and a bit more pink - less inclined to become magenta with age and it seems to fade less in hot locations. Characteristic large center blotch.	1.50	3.50	6.00	11.00	
FIESTA: (Giant Swiss) A range of bronze shades in this popular Swiss group. More orange-brown than Firebeacon with an occasional blue bronze tinge.	1.50	3.50	6.00	11.00	

This group of varieties will be in limited supply this season and in some cases for some time to come. When ordering them please state whether we may hold order for availability from 1954 harvest in the event that harvest does not keep up with the demand. We have modest quantities now in stock on most of them but if past experience is worth anything, the demand will probably exceed supply for a time once the planting season gets started; at least on some of them. We'll do the best we can to be prompt. Packets about 750 seeds.

FREE AIR MAIL SERVICE

As has been our practice for more than 20 years we will ship your seed order to you by Air Mail without extra cost providing it is for \$3.00 or more, is accompanied by full remittance and arrives by Air Mail. This covers all seeds except those that are listed at less than \$5.00 per ounce in ounce quantities. Up to 500 miles Air service is of little benefit.

Air service on material other than seeds can be supplied but costs are high - starting at 60¢ a pound and going to as much as 80¢ a pound by Air Post. Air Express rates are still higher.

OTHER GIANT PANSIES - *Mixed Colors*

This group includes practically all the other Pansy mixtures that have any popularity or vogue in America either nationally or sectionally. It is offered for the convenience of our customers so that they may procure their preferred varieties from a single source with the convenience of one order and also to round out and make complete the Most Complete Line of Pansies in America. The source of these seeds vary. Many are from original sources while others are the product of our own growing work from stock seeds of the originators production; others are from reputable specialist growers that are reliable.

AMERICAN VARIETIES - Domestic Seeds.

VARIETY	Description	Price Per	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	2 ozs.	4 ozs.
AMERICA:	Sometimes listed as Early Pansy America and more recently has been taken up by European seedsmen as Peter Pan. Short maturity period and preferred by many plantmen, especially in spring indoor planting. Medium giant very free flowering, round and somewhat flat. Good color range.	\$.90	\$1.50	\$2.75	\$5.25	\$10.00	\$17.50	\$30.00
GENEVA GIANTS:	A select strain of Super-Swiss.	1.00	1.80	3.50	6.25	12.00	22.00	35.00
JUMBO MIXED:	(Steele) First generation Harrold grown from originators stock seeds. Very large of fair substance and reasonably short development. We have been roguing out some of the excessiveness in yellow. A good market sort.	1.00	1.75	3.25	6.25	12.00	22.00	35.00
MAPLE LEAF GIANTS:	Sometimes called Canadian Giants. A robust, compact plant in its early stages but as young plants somewhat shy on number of bloom. Flowers are large, color range fair though limited and development time longer than average.90	1.50	2.75	5.25	10.00	17.50	30.00
ORCHID PASTEL:	Variouly called Butterfly or Hybrids. The high rate of light and pastel shades, usually with light centers having small blotch or penciling lends variety to any selection. Should be grown in more protected situations than other pansies.	1.00	2.75	5.00	8.00	15.00	30.00	50.00
MASTERPIECE:	This type originated in Europe and is the most frilled and ruffled of any Pansy. Colors are rather dark with large blotch and flowers are only medium large. Develops slower than average.90	1.50	2.75	5.25	10.00	17.50
OREGON GIANTS:	Large flowers of good substance. The color range is quite varied and of blended types. Plants tend to produce a single large bloom by selling time but size falls off as more blooms come. Plants are somewhat more subject to mildew and centrospora acerina. Develops average.	1.00	2.00	3.75	6.25	12.00	22.00	35.00
SUPER MAPLE LEAF:	Improved re-selection of the original Maple Leaf with better color range.	1.00	1.75	3.25	6.00	11.00	20.00	32.50
SCOTTISH EXHIBITION:	A nice blotched and spotted blend in a little different color range. Not too often seen in the American market.	1.00	1.75	3.25	6.00	11.00	20.00	32.50
SWISS GIANTS:	This type has had much vogue in recent years and is of the "fancy" type. This strain carries both 3 and 5 blotched types and the color range is somewhat dark and brilliant. A good basket Pansy when well grown. Development about average to slow.90	1.40	2.50	4.50	8.00	15.00	25.00
SUPER-SWISS:	Similar to the above but selected to more flowers with the full 5 petal blotch. Otherwise habits about the same.	1.00	1.50	2.75	5.00	9.00	17.00	28.00
DWARF SWISS:	Selected to a more dwarf plant habit and the flower range of Super Swiss.	1.00	1.50	2.75	5.00	9.00	17.00	28.00

EUROPEAN VARIETIES - Imported Seeds.

BUGNOT'S SUPERB BLOTCHED:	Dark shades with very heavy centers. Medium large and average development.60	1.00	1.75	2.75	5.00	9.00	16.00
CASSIER'S 3 AND 5 BLOTCHED:	Many mauve and steel blue shades as well as bronzes. Fair size and average development.60	1.00	1.75	2.75	5.00	9.00	10.00
ENGLEMANN GIANT:	An English strain of light and dark shades.90	1.50	2.50	4.50	8.00	15.00	25.00
ENGLEMANN SPECIAL:	From same stock but more select coloring and brighter shades.	1.00	1.75	3.25	6.25	12.00	25.00	35.00
ORCHID FLOWERED MIXED:	Many delicate pastel shades. Flowers not large but coloring of interest.	1.00	2.00	3.25	6.00	11.00
SWISS GIANTS IMPROVED:	A good standard strain.60	1.00	1.75	3.00	6.00	11.00	20.00

Trade Packets contain about 1,000 seeds.

Harrold's FORMAL COLOR PANSIES

These formal colors are all useful for borders or bedding where it is desired to carry out a color scheme or design. This group is all American Grown seeds of the largest flowering stock in these colors available. It should be remembered that NO separate color Pansy variety will come 100% true to color from seed (usually 80% or better) and that for a true color planting it will be necessary to over-plant and select the plants when in first bloom to set your separate color bed.

VARIETY	Seed Prices	Tr. Pkt.	1/4 oz.	1/2 oz.	3/4 oz.	1 oz.
HARROLD'S AZURE GIANTS: The finest and most popular intensely blue Pansy. This one is very popular.		\$1.00	\$2.25	\$4.00	\$ 7.75	\$15.00
HARROLD'S GOLDEN GIANTS: The finest deep golden yellow with large dark brown or black blotch.		1.00	2.25	4.00	7.75	15.00
HARROLD'S RUBY GIANTS: Shades of deep garnet and mahogany red in a fine range. Usually a dark center blotch. Striking wherever grown.		1.00	2.25	4.00	7.75	15.00
CORONATION GOLD: A fine golden yellow, usually self, with an apricot orange tinge in the center. Lightly penciled centers on some flowers.		1.00	1.75	3.00	5.50	10.00
DELFT BLUE: Soft porcelain blue. A delightfully delicate shade.		1.00	2.00	3.00	5.50	10.00
PAY DIRT: A large golden yellow with slight center blotch or in some flowers only black penciling.		1.00	3.00	6.00	11.00	20.00

SWISS GIANT TYPE SEPARATE COLORS - American Strain.

ALPENGLow: Select dark red shades. Harrold's Ruby Giants are better in size and color range.		1.00	1.75	3.00	5.50	10.00
BLACK KING: Most of the flowers are nearly black but like all blacks they show a maroon or purple cast under some light.		1.00	2.25	4.00	7.75	15.00
BLUMLISALP: A soft pink to magenta-rose shade with velvety blotch. Originated in Europe. These shades vary some with light situation.		1.00	2.25	4.00	7.75	15.00
FIREBEACON: Wallflower orange-red with velvety blotch. More brownish red than Alpenglw but not a true bronze. Bright.		1.00	2.00	3.00	5.50	10.00
BERNA: Giant velvety violet-blue with bluish-black center. The plants are compact and stand up in hot situations.		1.00	2.00	3.00	5.50	10.00
LAKE OF THUN: Sometimes listed as Thuner Sea or Ulswater Blue. A lovely shade of brilliant blue. Harrold's Azure Giants are better.		1.00	2.00	3.00	5.50	10.00
ORANGE GIANT: A fine pure orange at center shading to apricot at edge of the flower. Undoubtedly the best of this shade.		1.00	2.25	4.00	7.75	15.00
PURE WHITE: The finest pure white Pansy. Fragrant and lightly ruffled. Striking when planted with Harrold's Azure Giants, Coronation Gold or Orange Giant. Try the first combination for marketing in baskets.		1.00	2.00	3.00	5.50	10.00
RASPBERRY ROSE: A soft raspberry pink varying from light blush to maroon-pink during the bloom span and from varied garden situations. Velvety wine colored blotch.		1.00	2.25	4.00	7.75	15.00
RHEINGOLD: Deep yellow with dark blotch. Harrold's Golden Giants are better in this color class.		1.00	2.00	3.00	5.50	10.00

TRADE PACKETS contain about 1,000 seeds.

THE COMMERCIAL VALUE OF SEPARATE COLORS

Separate color Pansies are in some instances most useful. In other cases they are not worth bothering with. If you have customers who like formal borders, by all means grow some of the - the most popular colors. If you have trouble getting a mixture that exactly meets your individual preference grow some separate color stock to balance off your mixtures. Remember, however, that the demand for this type of material seldom runs more than about 10% of the total demand. Also that from seed these varieties can not be depended on to come completely true and so should be set when showing bloom to allow selection to true shade. Separate color Pansies do not produce the flower size that similar colors may reach in a good mixture because the drastic rogueing that is necessary in growing these seeds makes it impossible to use some of the largest flowering plants that are a little off shade or marking.

Imported SEPARATE COLORS - -

These are interesting and useful but not as large flowered as the American Strain seeds listed just a page or two back. For the fancier interested in types they are interesting and they work out well where a specific color is desired for formal planting when the shade is not available in the larger flowered group. Much of this seed is used by Park Departments and Estates for mass color effect at low cost. The Hiemalis or Ice Pansy is desirable where extreme hardiness is desired and they have as short a development time as any of the Pansies. Flowers of this type are about half way between the Pansy and Viola but is more rounded in form than the Viola.

TRIMARDEAU GIANT BEDDING - French Type.

VARIETY	Color	Price Per	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1 oz.
ADONIS:	Light blue with white eye.		.50	\$.90	\$1.50	\$2.50	\$4.50
AUREA PURA:	Pure, intense golden yellow. Very showy.		.50	.90	1.50	2.50	4.50
CANDIDISSMA:	An excellent snowy white of good form.		.50	.90	1.50	2.50	4.50
CARDINAL RED:	One of the nearest bright red Pansies.		.50	.90	1.50	2.50	4.50
KING OF THE BLACKS:	Blackish purple. Smaller than Black King.		.50	.90	1.50	2.50	4.50
LORD BEACONSFIELD:	Lower petals violet-blue with white top.		.50	.90	1.50	2.50	4.50
LIGHT BLUE:	A soft French blue of attractive hue.		.50	.90	1.50	2.50	4.50
PRINCE HENRY:	A rich dark blue of striking shade.		.50	.90	1.50	2.50	4.50

GIANT BEDDING - Holland Type.

ORANGE KING:	Bright orange, shading apricot. Orange Giant better.	.60	1.10	2.00	3.00	5.00
PURPLE GIANT:	Deep royal purple of velvety texture.	.60	1.10	2.00	3.00	5.00
ST. KNUD:	Deep orange yellow. A different yellow shade.	.60	1.10	2.00	3.00	5.00

HIEMALIS BEDDING GIANTS - Ice Pansies.

BLUE BOY:	Silvery lilac. A popular color and different.	.60	1.00	1.50	2.50	4.50
CELESTIAL QUEEN:	Brilliant Sky blue.	.60	1.00	1.50	2.50	4.50
CLARET:	Fine deep wine red shades of much interest.	.60	1.00	1.50	2.50	4.50
MARCH BEAUTY:	Dark velvety purple.	.60	1.00	1.50	2.50	4.50
NORTH POLE:	Glistening pure white.	.60	1.00	1.50	2.50	4.50
ORION:	Pure golden yellow.	.60	1.00	1.50	2.50	4.50
HIEMALIS MIXTURE:	All colors blended from separate seeds.	.60	1.00	1.50	2.50	4.50

Harrold's VIOLA SEEDS - -

There is a special nich in every garden for some of these attractive Violas as a companion to Pansies and other plants. They make an especially nice showing with the spring Primroses. Like Pansies they can be bloomed over a long season and their culture is so much the same as Pansies that the commercial Pansy grower will find a few popular varieties useful and easily grown.

VARIETY COLOR

VARIETY	COLOR	Price Per	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1 oz.
JERSEY GEM:	Outstanding violet, blue. Compact and popular.	\$1.00	\$2.25	\$4.50	\$8.00	\$16.00	
YELLOW GEM:	Very compact plant with rounded flowers of pure yellow. A very bright and free flowering sort.	1.00	2.25	4.50	8.00	16.00	
WHITE GEM:	A fine white companion in habit with the two other Gems. Flowers large for a cornuta viola.	1.00	2.25	4.50	8.00	16.00	
GEM VARIETIES MIXED:	A mixture of the above three and other colors of the same general type.	1.00	2.25	4.50	8.00	16.00	

VIOLAS Cornuta and Cornuta Hybrida

ADMIRATION:	Large flowered, attractive violet-blue.	.60	1.00	2.00	3.50	6.00
ARKWRIGHT RUBY:	Large flowered bright ruby-crimson with blotch. The best red Viola and looks like miniature Pansies.	1.00	1.50	2.50	4.75	9.00
AVALANCHE:	(New) The largest flowered pure white viola.	1.00	2.00	3.00	6.00	10.00
BLUE PERFECTION:	A very popular royal-blue of lighter tone.	.60	1.00	2.00	3.50	6.00
CHANTREYLAND:	The finest pure apricot Viola. Probably the most popular Viola of the past 20 years. Makes a grand show when planted in mass with Jersey Gem or Blue Perfection.	.90	1.25	2.50	4.75	8.00
GEORGIA PEACH:	A new shade in Violas and one that will become very popular. The shade is delicate peach, flowers large and slightly ruffled at the edges. Plants are uniform and compact.	1.50	3.50	6.00	11.00	20.00
GUSTAV WERMIG:	A fine rockery type with small, star like flowers. A shade lighter than Jersey Gem and always in bloom.	1.00	1.50	2.75	5.00	9.50
ILONA:	Rose shade with lavender tinge. Round, medium flower.	1.00	1.50	2.75	5.00	9.50
IMPROVED SCOTCH BEDDING MIXTURE:	Popular, large flowered mixture with brilliant markings. Our most popular single item.	.90	1.50	2.75	5.25	10.00
KING HENRY:	Rich violet blue with small yellow eye. Med. size.	.60	1.00	2.00	3.50	6.00
LUTEA SPLENDENS:	A standard canary-yellow. Long popular.	.75	1.40	2.50	4.50	6.00
PAPILIO LIGHT BLUE:	Light blue with cream center. Penciled.	.90	1.25	2.50	4.75	7.50
PAPILIO DEEP VIOLET:	A velvety true violet shade.	.90	1.25	2.50	4.75	7.50
WHITE PERFECTION:	Large creamy-white. Free flowering.	.75	1.40	2.50	4.50	6.00

All Trade Packets on this page about 1,000 seeds.



THIS PICTURE: Shows C. W. Harrold in a growing field of Harrold's Pedigreed Strain, American Grown, Tuberous Begonias, Sept. 1953. The field in which he stands shows about 5 acres while Begonia cultures extend to beyond the second line of windbrake trees above his head. The climate is so favorable where these cultures are grown that as far as we know it is the only location in the United States where outdoor, open field growing is possible.

Book BEGONIAS NOW

**FOR DELIVERY FROM
1955 HARVEST**

It is now time to consider placing your order for your Begonia Tubers for the 1956 spring season and we are ready to make these bookings. The advisability of placing orders for this stock in advance of harvest is pressing for selections seldom remain complete because of the fast growing popularity of these plants. Our wholesale stock is always limited.

No better stock than Harrold's Pedigreed Strain, American Grown Tuberous Begonias can be obtained. They are backed by the most experienced growers in America, grown in a locality that is so favorable that culture is possible in open fields where most cultures must be in greenhouse or under lath. This is the only stock we know of that is so grown and undoubtedly this tends to develop a more sturdy constitution in this stock.

In comparison with imported tubers, American Strains are more highly developed and give better results. The colors are most uniform, plant habit unexcelled and the bloom size and form has no equal.

FOR DELIVERY AFTER HARVEST - JANUARY 1956

On the following page will be found a very complete selection of types, colors and tuber sizes from which to select. Orders will all be booked subject to crop and filled in sequence of the receipt of the order. Stock is usually ready for shipment after the middle of January.

We ask that in placing the order that you specify whether we can or can not make any substitution in size, coloring or type so that in event of crop shortage we shall know how to proceed. We expect to fill practically all orders as given. Where we are allowed to up or down grade size one size or where a similar shade may be sent in case of shortage it sometimes avoids delay and disappointment.

All advance orders should be accompanied by at least 25% of the total amount of the order and if all the remittance is sent you may deduct 2% from the total remittance. There is no packing charge and except as specified on individual items prices are F. O. B. Grants Pass, Oregon.

Harrold's Pedigreed Strain

AMERICAN GROWN

TUBEROUS BEGONIAS

STANDARD COMMERCIAL TYPES

This group covers the most popular group of types in a full range of colors and they are both the most practical items of the line for quantity production as well as being in greater supply.

SIZE	Price Per	25	100	250	1,000
1" to 1 $\frac{1}{4}$ " Diameter		\$2.25	\$ 7.00	\$16.50	\$ 60.00
1 $\frac{1}{4}$ " to 1 $\frac{1}{2}$ " Diameter		3.00	10.00	22.50	80.00
1 $\frac{1}{2}$ " to 2" Diameter		4.50	15.00	35.00	130.00
2" to 2 $\frac{1}{2}$ " Diameter		6.00	20.00	47.50	175.00
2 $\frac{1}{2}$ " and up when available		8.00	25.00	60.00	225.00

Minimum quantity 25 of an item - type or color.

DOUBLE CAMELLIA FLOWERED:

The largest flowered by far and the most popular of all the Tuberous Begonias. This strain is the very latest improved type of this ruffled Camellia type with huge flowers and the most brilliant colors.

COLORS AVAILABLE: Red, pink, salmon, scarlet, orange, apricot, rose, yellow, white, blush, salmon-pink, ivory or they may be had in a fine mixed blend.

GIANT CARNATION FLOWERED: (frimbriata plena)

Double frilled with petals lacinated giving the appearance of huge Florist Carnations when well grown. Easily the second most popular type of this family.

COLORS AVAILABLE: Yellow, salmon, white, pink, orange, red or in a fine color mixture.

CRISPA or SINGLE FRILLED:

This strain is much improved stock with profusely ruffled and frilled single flowers. The coloring is very brilliant and attractive. To be preferred over the old-fashioned singles.

COLORS AVAILABLE: Yellow, rose, white, pink, orange, red or in a fine color mixture.

HANGING BASKET or LLOYDII (pendula)

The trailing habits of this type adapts it well for both hanging baskets and box edgings as well as for rockeries. Plants often have literally hundreds of blossoms. This has been very popular with most florists.

COLOES AVAILABLE: Yellow, salmon-pink, red, rose, white, orange or in a fine color mixture.

NOVELTY TYPES

SIZE	Price Per	25	100	250	1,000
1" to 1 $\frac{1}{4}$ " Diameter		\$3.00	\$10.00	\$22.50	\$ 80.00
1 $\frac{1}{4}$ " to 1 $\frac{1}{2}$ " Diameter		4.50	15.00	35.00	130.00
1 $\frac{1}{2}$ " to 2" Diameter		6.00	20.00	47.50	175.00
2" and larger		7.50	30.00	60.00	225.00

Minimum quantity 25 of an item - type or color.

CRISTATA or CRESTED: A single frilled type having a tuft or pompon on each petal giving a very frilled effect. Flowers quite large and many have two-tones. Available in mixed colors only.

MARMORATA: A medium flower of Camellia form mottled white on rose. Quite striking.

MARGINATA: Similar in type to Crispa but with a contrasting border around each flower petal. Available in two colors your choice - white with pink border or salmon with copper edge.

MULTIFLORA: A strain of these with unusually good breeding. Unexcelled for bedding or pot plants with their symmetrical plant form and freely produced, small double flowers. Color range is from white to red but this strain available in mixed colors only.

PICOTEE DOUBLE: These are a most attractive flower of Camellia form. The edges of the petals have a picotee edge of deeper shade on attractive pastel grounds. The color range differs from that of the most commonly offered Picotee from Europe. Mixed pastel shades only.

ROSEBUD: In form resembles the Hybrid Tea Rose and a most popular pot plant. Many flowers have two shades. They have the same tendency of Roses, quite beautiful form in bud then flatten when full-blown. Colors in a well blended mixture only.

OUTSTANDING NAMED BEGONIAS

The Santa Group

One of the latest developments in fancy Tuberous Begonias and Harrold's have been one of the few firms privileged by the originator to offer the complete line. The members of this group have all been bred to be outstanding and each tuber is selected for color, form and improved habit of growth.

- SANTA ANA:** Huge double bright orange. Strong stems that bear the flowers well.
SANTA BARBARA: Deep yellow of the most outstanding shade. A very popular one.
SANTA CATALINA: NEW brilliant orange scarlet with fluorescent sheen. Very eye catching.
SANTA CLARA: Apricot. The long petals form a very deep flower of outstanding substance.
SANTA MARGARITA: Light pink. A beautifully double ruffled flower.
SANTA MARIA: New in '53 this fine pure white is most desirable.
SANTA PAULA: A super-giant light salmon. With good culture makes a wonderful show.
SANTA ROSA: Luminous deep rose. An exquisite shade. Sturdy plant and flower stem, huge blooms.

Named Novelties

- AUTUMN GLOW:** Very large Cristata with crests of copper on an apricot ground. Flowers sometimes as much as 10 inches across. Subject to some variability with situation.
RED TRIUMPH: Ruffled Camellia type. Deep ruby-red, velvety texture. Very large when well grown.
SUNSET: Profusely frilled Crispa type of fine size. Color striking, copper with red edge.
STARS AND STRIPES: Novelty Double Camellia flowers, not large but produced in great numbers. Color is dark red speckled and striped with white.

TUBER SIZES AND PRICES:

The tubers of all the above list will not be graded to size but all will be of a size that will produce fine plants when given normal culture. Production is limited because of the extreme selection standard practiced and therefore this grading will not be altered.

PRICE: 6 of an item for \$3.50; 12 of an item for \$6.00; 25 of an item for \$12.00; 50 of an item for \$22.00; 100 of an item for \$40.00.

FANCIERS BLEND

This is a blend that has met with much popularity with our smaller customers for it gives a wide selection of colors and types, some not found in any of the other stock we list here. This blend carries both standard commercial and named types and we also include in it a liberal portion of seedling produced tubers from experimental work. This adds much variety making a nice selection from which to sell pot plants when they come into bloom. It is said that the Tuberous Begonia is the mockingbird of the flower world and this blend substantiates that as nearly as any available. Some of the imitations of flower form include Camellia, Carnation, Crispa, Cristate and Rosebud with such type breaks as the new Duplex, Peonie, Dahlia, Cactus, Hibiscus and Ruffled forms including newer colors of the Picotee type. About 5 to 10% Pendula types are included in both the Lloydii and Camellia form if desired. These are a blend and the types mentioned are not available under this schedule separately.

TUBER SIZES AND PRICES:

SMALL: ¾" to 1¼" diameter, \$1.75 per doz.; 25 for \$3.00; 50 for \$5.50; 100 for \$10.00; 250 for \$20.00. **MEDIUM:** 1¼" to 2" diameter, \$3.00 per doz.; 25 for \$6.00; 50 for \$11.00; 100 for \$20.00; 250 for \$40.00. **PREMIUM SIZE:** 2" and up, \$5.00 per doz.; 25 for \$9.00; 50 for \$17.00; 100 for \$32.50; 250 for \$65.00.

PROPAGATING TUBERS

Small tubers from ½" to 1" diameter which are produced from late sown seedlings. With suitable culture these will produce larger plants more quickly and with less cultural exactness than culturing from seed planted now. They make nice plants for spring and early summer sale from 3 or 4 inch pots and when bedded out usually give good bloom from August until frost. As these are the last stock to be harvested they can not be shipped before about the end of February at the earliest.

CAMELLIA TYPE: In mixed colors only.

CARNATION TYPE: In mixed colors only.

CRISPA TYPE: In mixed colors only.

PENDULA TYPE: In mixed colors only.

FANCIERS MIXTURE: All types and colors in mixture.

PRICE: 50 of an item \$3.00; 100 for \$5.50; 250 for \$12.50; 1,000 for \$45.00. These will be postpaid.



Pacific Giant Hybrid DELPHINIUM

For the American garden this group of Delphiniums, Pacific Giant Hybrids, is by far the best for all round use. They are better adapted to our American growing conditions than most of the imported varieties and their color range covers a very wide selection, all equally sturdy in their habits. Sufficiently hardy to permit their culture practically anywhere in the U. S. A. they come remarkably true from seeds. Not quite as tall as some of the English varieties (a definite advantage in windy locations) the stems are tough and willowy making their culture practical in exposed locations. The flowers are huge and the percentage of doubles is very high when grown from our seeds. Plants are unusually disease resistant. New crop seeds start coming in in July each year.

ASTOLAT: The last series of this group to be introduced. Color range varies from pale blush through pink, rose and lilac with a few raspberry shades. Dark bees. Habit same as others in this family.

SEEDS: ½ Trade Pkt., \$1.00; Tr. Pkt., \$1.75; ⅛ oz., \$3.75; ¼ oz., \$7.00; ½ oz., \$13.50; 1 oz., \$26.00.

SPECIAL PRICING ON THESE: For several years we have offered these in 1/10th ounce units instead of by ⅛th, ¼th and ½ ounce quantities and our price in the smaller quantities has been identical to that of the full ounce. You'll find that this gives you much more value not only because you get the full ounce rate on smaller amounts but quantities are larger as well. One/tenth ounce is more liberal than any trade packet usually supplied and 2/10ths costs little more than the usual ⅛th ounce but has substantially more seeds. This way too assortments in variety may be made up without penalty in price. **SEED PRICES:** 1/10th ounce \$1.40; 2/10ths \$2.80 and right on up to the full ounce, by 1/10th ounce steps to the ounce price of \$14.00.

BLACK KNIGHT: Really dark shades of velvety texture. The darkest colors of this series.
BLUE BIRD: A fine, medium blue with a white bee. Quite attractive and bright in any garden.
BLUE JAY: A very intense, brilliant blue with a dark bee. The most popular of this color.
CAMEILARD: An exquisite pure lavender with opalescent overtones. Very striking.
GALAHAD: This has been by far the most popular and useful pure white delphinium ever developed.
GUINEVERE: A pinkish lavender with opalescent overtones. White bee Another striking color.
KING ARTHUR: Royal violet-blue with white bee. One of the most eye catching of the group.
LANCELOT: Clear lilac self with white bee. Very delicate and appealing.
ROUND TABLE: This is a well balanced mixture of all the different colors in this group.
SIR PERCIVAL: The newest white with large black bee. Striking but not as popular as Galahad.
SUMMER SKIES: Light blue with attractive white bee that looks like cotton clouds in summer sky.

Harrold's FUCHSIA SEED

SUPERLATIVE MIXTURE: The ultimate in quality being from all hand pollinated crosses on parent plants of named varieties rated "A" or "B" class by the American Fuchsia Society. Will bloom usually in 8 months to a year from planting. Seeds germinate slowly and irregular so plant early. **PRICE:** Per packet of about 150 seeds \$2.00; 1,000 seeds \$11.00.

DOUBLE AND SINGLE MIXED: From a most choice collection of named parent plants in a full range of colors and types. **PRICE:** Per packet, about 150 seeds \$1.50; 1,000 seeds \$6.00.

Culture folder supplied with every Fuchsia seed shipment.





Harrold's

HARDY AMERICAN PRIMROSES

For a great many years Hardy Primroses have been a major specialty with us. We have developed much good material that has originated in our gardens and we are constantly looking for outstanding and novelty stock, no matter from what source. We have been able to add several new items to our line this year. Some of these will not be available until 1955 harvest comes in and so orders for them are accepted entirely subject to crop and harvest. These varieties are marked *.

POLYANTHUS - VERIS HYBRIDS

HARROLD'S PEDIGREED BLUE SHADES: This is an improved strain of the Blue Shades we have been supplying for the past several years. While the shades vary from azure to violet blue, they come truly in this color range about 85% from these seeds. The flowers are large and the plant habit is robust, hardy and all that could be desired.

SEEDS: \$1.50 per Pkt. about 200 seeds; 3 pkts. for \$4.00; 10 pkts. for \$12.50.

PLANTS: Year old, ideal for fall setting and will bloom well next spring. 25 for \$5.00; 50 for \$9.00; 100 for \$17.00; 250 for \$37.50.

HARROLD'S PEDIGREED GIANTS: These are the largest flowered and a strain of the most varied colors to be obtained today. The color mixture is brilliant containing red, bronze, yellow, purple, white, pink, flame and many pastel shades. Many are poly-chrome with blotched throat or laced edges. Growth of this strain is very robust and they are one of the hardiest, wintering well even in severe locations. The flower heads are massive, up to 5 or 6 inches with florets sometimes reaching 2 in. and more.

SEEDS: Pkt. about 300 seeds, \$1.00; 3 pkts. for \$2.50; $\frac{1}{8}$ oz., about 1500 seeds, \$4.00; $\frac{1}{4}$ oz. \$7.50; $\frac{1}{2}$ oz. \$14.00; $\frac{1}{2}$ oz. \$25.00; 1 oz. \$45.00; 2 ozs. \$85.00.

PLANTS: Year old. 25 for \$4.50; 50 for \$8.00; 100 for \$15.00; 250 for \$30.00.

EXHIBITION BLEND: This is a strain that we have taken over from one of the North-west's oldest and best growers who discontinued growing due to loss of his land to city expansion. We expect to continue this outstanding strain that has been widely known and a constant prize winner at the Portland Primrose shows. Flowers are huge, color range is outstanding

and the plant habit is all that could be desired.

SEEDS: Pkt. about 400 seeds, \$1.00; 3 pkts. \$2.50; $\frac{1}{8}$ oz., about 1500 seeds, \$3.00; $\frac{1}{4}$ oz. \$5.50; $\frac{1}{2}$ oz. \$10.00; $\frac{1}{2}$ oz. \$19.00; 1 oz. \$35.00; 2 ozs. \$65.00.

POLYANTHUS IN SEPARATE COLORS:

***RED SHADES:** Brilliant range of giant flowers.

***GOLD SHADES:** Giant golden yellow. Bright.

***WHITE:** Cream to pure white with orange eye.

GOLD LACED: Flower edges laced with gold.

SEEDS: Packet any one of the above 4 colors \$1.25; 3 pkts. any 3 colors for \$3.50.

OTHER CHOICE VARIETIES

AURICULA: The popular alpine Primrose for the shaded rockery. Large flowers in medium clusters and color range is novel and attractive. Each floret has a contrasting eye.

***BULLEESIANA:** Grows about 24" tall. The strong stiff stems have 4 to 8 tiers of flowers in bright shades of orange, carmine, apricot and blue.

***CASHMERICANA:** A unique, not too often seen Primula of shades of lilac to purplish blue. The heads are dense, plants robust and about 10" tall.

***CASHMERICANA RUBY:** A deep red shade of this type. Striking and rather rare.

***DENTICULATA HYBRIDS:** Globular heads of small flowers shading from lilac to white.

***KEWENSIS THURGOLD:** Mildew-resistant strain. A bright yellow, large flowered Primula.

***ROSEA GRANDIFLORA:** Bright rosy-carmine. Height about 6 inches.

***JAPONICA:** A choice mixture of white, pink, rose and cerise.

SEEDS: Packet varying in quantity with variety, any one of the above varieties, \$1.00; 3 for \$2.50; one each of all 8 for \$7.00.

HARROLD'S GARDEN PROVEN GERMINATION TESTED
SEEDS ARE YOUR SAFEST CHOICE.
VARIETIES ARE ALWAYS THE FINEST.

Harrold's PEDIGREED GLOXINIA

Few plants afford the florist as much potential profit in the pot plant field as these Gloxinias and our selection here covers just about all the principle commercial varieties that are of any value. The culture from seeds is somewhat similar to that of Begonias and is in no way beyond the capabilities of the reasonably experienced professional grower. We supply a complete folder covering their planting and culture with every order for seeds and they can easily be flowered in 4 to 6 months.



Actually about the only time of the year when these seeds are not in ideal planting season is between May and July and even then they may be planted with much success. July and on through the fall months is the ideal time to plant these for blooming pot plants during the winter and spring months following. It is suggested that a succession of plantings be made so as to have a constant supply of these plants as they sell well practically any time you can bring them into bloom. They should appeal especially to your customers who admire African Violets.

VARIETY	COLOR	Pkts. about 300 seeds	Price per	pkt.	3 pkts.	1/28 oz.	1/4 oz.
HYBRIDA GRANDIFLORA MIXED:	Fine pot culture, large flowers.			\$1.00	\$2.50	\$5.00	\$ 9.00
ANJA EGELS: (NEW)	Very large scarlet with soft, flexible leaves.			1.50	3.50	7.50	12.00
BERLIN RED IMPROVED:	Bright scarlet-red of compact habit.			1.50	3.50	7.50	12.00
DEFIANCE:	Long the standard fiery scarlet self.			1.00	2.50	5.00	9.00
EMPEROR FREDERICK:	A fine scarlet bordered white.			1.00	2.50	5.00	9.00
EMPEROR WILLIAM:	Dark violet with white border. Large.			1.00	2.50	5.00	9.00
FLAME:	Deep crimson.			1.00	2.50		
GIERTH'S HYBRID RED:	Bright scarlet-red with flexible leaves.			1.50	3.50	7.50	12.00
GIERTH'S HYBRID BLUE:	Medium to velvety purple-blue. Flexible.			1.50	3.50	7.50	12.00
GIERTH'S HYBRID WHITE:	Large, satiny white with flexible leaves.			1.50	3.50	7.50	12.00
HARROLD'S GIANT FLORIST RED:	Huge blood-red self.			1.50	3.50	7.50	12.00
HARROLD'S SHADES OF ROSE:	New rich shades, some white throats.			1.50	3.50	7.50	12.00
MONT BLANC:	A large leaved, glistening pure white.			1.00	2.50	5.00	9.00
PRINCE ALBERT:	Frilled darkest violet.			1.00	2.50	5.00	9.00
RHINE:	White with pink border. New to our line.			2.00	5.00		
RIO des ROGUE:	Brilliant blood-scarlet. Flowers frilled.			1.00	2.50	5.00	9.00
SPOTTED HYBRIDS:	A new selection. Large flowers, spotted in throat and all over. Light shades but several colors.			1.50	3.50	7.50	12.00
SWISS RED AND WHITE:	Flowers scarlet with white edge. Frilled.			1.50	3.50	7.50	12.00
VIOLACEA:	Velvety bluish purple. An old timer.			1.00	2.50	5.00	9.00
WATERLOO:	Ruffled bright scarlet. Old and well known.			1.00	2.50	5.00	9.00
FLORISTS GIANT MIXED:	A select blend (we make it) of types and colors suited to the special needs of the professional grower. We have included flexible leaved sorts as much as possible.			1.50	3.50	7.50	12.00

We suggest anticipation of your planting dates allowing some time safety factor for delivery as these seeds are in heavy demand and sometimes during the year supplies arrive slower than the demand for them develops. New crop will soon be coming in, however.

WALLFLOWER - BIENNIAL

We have been pleasantly surprised by the revival of interest in this attractive group of varieties. While they have always been very popular in Europe the American gardener seemed to have lost interest in them a few years back. We brought in some top quality varieties a couple of years back and offered them. Beyond a doubt many gardeners are rediscovering them and they should have your attention as well. They are easily grown, make a flashy showing but best of all they are in full bloom at a time of the year when bright colors are most desirable - March, April and May.

- *AURORA: Large, bright chamois.
- *CARMINE KING: Rosy carmine.
- BACCHUS: Large, pure wine-red.
- COVENT GARDEN: Immense bright scarlet.
- *EASTERN QUEEN: Chamois changing to rose.
- GOLDEN BEDDEE: Compact golden yellow.
- GOLDEN KING: Large flowered golden yellow.
- GOLDEN STANDARD: Popular bright yellow.
- *HAMLET: Brilliant golden orange. Compact.
- *IVORY WHITE: Creamy-white.
- *ORANGE BEDDER: Deep orange.
- *PRIMROSE MONARCH: Large primrose yellow.
- *RUBY GEM: Ruby red.
- *SCARLET EMPEROR: Best scarlet.
- SPLENDID MIXTURE: A blend of many characteristic shades.

SEEDS: Per packet (liberal) 50¢; 1/4 oz. \$1.00; 1/2 oz. \$1.50; 1 oz. \$2.50 per variety.

Harrold's NOVELTY FLOWER SEEDS



We have endeavored here to assemble a group of rare or not too common flower seeds that will be of value to the greenhouse grower and retail florist. Many of these items are difficult to obtain except from scattered specialists and they come from the ends of the earth in many cases. Some of these varieties are not generally available even from the largest seed dealers.

Because of the nature of some of these items seeds are scarce and in limited supply. We have marked those (*) which may often have to be shipped in rotation of your orders booking as the seeds are available from limited harvests or from our sources. Also, due to the rareness of some, we have issued cultural folders to help you succeed with them. These are marked (†) and these folders will always be sent with the seeds where available.

These have become a great specialty with us and our list is constantly growing. They are a group that affords every florist much variety and some of them attract much attention because they are not widely grown or often seen. Most often this is because the seeds are very difficult to obtain. You will find growing some of these varieties from seed a rewarding effort if only to obtain valuable mutations from which to propagate by cutting.

KIND	Description	Price per packet	No. of seeds in pkt.			
			200	500	1,000	5,000
CONNOISSEUR'S BLEND NOVELTY BEGONIAS: †						
	This is a compounded blend we especially make for the grower who is experimentally minded. Seeds of many varieties from many sources are included such as Rex, tuberhybrida, semperflorens, metallica, heterosis and many other forms. The plants produced by this blend will prove interesting in their varied forms and afford much basic material for a collection.		\$1.75	\$3.00	\$5.00	\$20.00
REX BEGONIAS: * †						
	These seeds of Rex - cultorum are from an outstanding group of highly colored hybrids that have been selected for their beautiful decorative leaves. A most interesting group that is popular for potted house plants. These come to us from a famous specialist in their culture and are a superior strain.		2.00	4.00	7.50	30.00
HERACLEIFOLIA: †						
	A seldom seen ornamental Begonia from Mexico. Has large bronzy leaves and rose colored flowers on long hairy stems.		1.50	2.50	5.00
TUBEROUS ROOTED BEGONIAS: Giant flowered types. †						
	This is the so popular group of strains that produces such huge, beautifully colored flowers. They may be grown as pot plants or do well in yard beds in light to medium dense shade.					
	GIANT CAMELLIA DOUBLE: The finest American strain seed. Far superior to imported stock both in bloom and plant quality. Available in a mixture of colors only.	2.50	4.00	17.50
	GIANT CARNATION DOUBLE: Finest American strain of this type. Very large flowers in a well balanced mixture of colors only.	2.50	4.00	17.50
	CRISPA or SINGLE FRILLED: Finest American strain. Flowers heavily ruffled at the edges. Supplied in fine mixture only.	2.50	4.00	17.50
	HARROLD'S FANCIERS BLEND: Our own production. In addition to the above three types much seed is included from hand crosses in our experimental work. These will develop many different forms and colors not usually found in regular commercial stock.	2.50	4.00	17.50

KIND	Description	Price per packet	No. of seeds in pkt.			
			200	500	1,000	5,000
TUBEROUS ROOTED BEGONIAS HYBRIDA MULTIFLORA: †						
	Small flowered types. These make excellent pot and bedding plants or for hanging baskets. The flowers are freely produced and up to 4 inches.					
	HELEN HARMS: Upright growing bright golden yellow.	\$.	2.00	\$3.50	\$15.00	
	*HEIMAT: Upright salmon orange. A good pot plant.		2.50	4.00	17.50	
	TASSO: Upright. Rose shaped flowers of light blood red.		2.50	4.00	17.50	
	PENDULA LLOYDII: Pendent habit for baskets in many shades.		3.00	5.00	20.00	

FIBEROUS ROOTED BEGONIAS: †

These are the ever-popular winter flowering Begonias grown for house pots or they make ideal plants for summer beds in a partly shaded situation. Much more usable than many growers think of them.

THE F/1 HYBRID GROUP: These have more uniformity, better plant and bloom growth and should be given a trial. They make better selling stock. We supply only originators stock and packets are priced at \$1.25 for about 1,000 seeds.

- PINK PEARL: Bright pink with flowers size of Adeline.
- RED PEARL: Outstanding red 6-8 inches tall. Very fine.
- RED TAUSENDSCHON: Free flowering dark scarlet. 6-8 inches high.
- ROSE TAUSENDSCHON: Bright rose of same habit.

THE DWARF CLASS: Usually 7 to 9 inches tall. †	500 sds.	1/128 oz.	1/2 oz.
ADELINE: Bright rose, green foliage about 8" high.	\$1.00	\$1.75	\$3.00
BALL RED: Brilliant scarlet, reddish green leaves. 8".	1.00	1.75	3.00
BOIS de VAUX ROSE: Bright rose, green foliage. 9".	1.00	1.75	3.00
*SNOWBANK: Glistening white with fresh green foliage. 8".	1.00	1.75	3.00

THE INTERMEDIATE CLASS: Usually 9 to 12 inches tall. †

*CAERMINE: The original bronze leaved Begonia, flowers rose-pink.75	1.50	2.25
ENCHANTRESS: Fresh rose with green foliage. 10".75	1.50	2.25
INDIAN MAID: Bright scarlet buds and flowers, foliage bronze.75	1.50	2.25
KING OF THE REDS: Dwarf bright scarlet with bronze foliage.75	1.50	2.25
LUMINOSA: Deep scarlet with reddish brown foliage. 10".75	1.50	2.50
ROSABELLA: Large flowered pink, green foliage. 10".75	1.50	2.50
SCANDINAVIA PINK: Bright rose-pink. Leaves green tinged bronze.75	1.50	2.50
WHITE PEARL: Large white tinged pink. Foliage green, red stems.75	1.50	2.25
WINTER ROMANCE: Carmine rose, green foliage. 10".75	1.50	2.50
CHRISTMAS CHEER: Tall bright red, dark foliage. 16".50	1.00	1.75

FIBEROUS ROOTED BEGONIA MIXTURE: A fine blend for pot plants.50 1.00 1.75

INTERESTING GESNERIAS

Here is a group of seeds, all having quite similar cultural requirements that works in well with your Gloxinia and Begonia groups. You'll find them interesting and of great value for producing pot and house plants. A cultural leaflet is supplied with all orders for these seeds.

Seeds per Packet 200 500 1,000

AFRICAN VIOLETS: Saintpaulia.

One of the most popular pot plants of recent years. These seeds may be planted over a large part of the year and they come into bloom in from 8 to 10 months. The seeds are not easily obtained and supply is limited at certain times of the year. Usually, however, we can ship them promptly.

IONANTHA HYBRIDS: A fine group of dark blue shades.	\$1.50	\$2.50	\$4.00
BLUE FAIRY TALE: A fast growing, free flowering type of uniform shade. Color a bright purple-blue.	2.00	3.50	6.00
HYBRID MIXTURE: From a top quality collection of named varieties. This is the one most apt to produce new and unusual shades.	3.00	5.00	9.00

STREPTOCARPUS - CAPE PRIMROSES:

Flowers are large, fringed trumpets 4 to 5 inches across in a bright array of colors including red, pink, lilac and white. For pot plants plant from April to December; for cut-flowers sow from Oct. to March. Plants are stemless with broad basal leaves of luxuriant green. Easily grown in a cool greenhouse. They need a bit more room than Gloxinias.

WIESMOOR HYBRIDS: A fast growing strain with many new shades.	1.75	3.00	5.00
FINE MIXTURE: An excellent blend of bright shades.	1.25	2.00	3.50

GESNERIS MACRANTHA:

Another plant of interest that is closely related to Gloxinia and requires about the same culture. Leaves resemble the Gloxinia and an upright, central stem bears many slender, tubular flowers of red and scarlet shades. An excellent pot plant blooming from seeds in about 9 months. Keep shaded in summer.

COMPACTA HYBRIDS: A fine type and colors. The best we've seen.	1.25	2.00	3.50
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PETUNIA SEEDS



PETUNIA, Nocturne

Petunias seem to increase in popularity as the years pass and it is no wonder this is true with the improvement that has steadily occurred in the past decade. The varieties offered here are probably those of most interest to the trade and represents the most useful of the varieties that are planted early. While you will not be planting these until early fall we are listing the best selections here so you can be sure to place your order early and cover your needs while stocks of seed are fresh and complete.

These varieties and strains make good pot material for the early spring holidays for mixed pots and they are unsurpassed for bedding. December plantings will make fine 3's for Mothers Day, and will give excellent 4's for May bedding. For larger sizes earlier sow in Oct. and Nov. Some varieties will require pinching to make them spread.

PAN - AMERICAN PETUNIA SEEDS

	Price per					
	½ Tr.	Tr.	1/128 oz.	1/4 oz.	1/8 oz.	1/8 oz.
THE GLORIOUS DOUBLES:						
These are outstanding and valuable to any florist for pots or bedding.						
ALLEGRO: Clear bright salmon on dwarf plants. Finest. ..	\$2.50	\$4.00	\$7.80	\$15.00	\$50.00	\$83.00
CAPRICE: An attractive shade of pure bright rose.	2.50	4.00	7.80	15.00	50.00	83.00
MINUET: Orchid-lavender. Blooms somewhat varied. Pinch.	2.50	4.00	7.80	15.00	50.00	83.00
NOCTURNE: Beautiful violet-purple. Vigorous but compact.	2.50	4.00	7.80	15.00	50.00	83.00
RHAPSODY: Burgundy wine-red, large flowered. Dwarf. ..	2.50	4.00	7.80	15.00	50.00	83.00
SONATA: Extra large pure white. Pinch early.	2.50	4.00	7.80	15.00	50.00	83.00
GLORIOUS DOUBLE MIXTURE: 25 - 35 - 5 - 5 - 10 - 20% each of the above 6 varieties in sequence of listing.	2.00	3.75	7.50	12.50	49.00	80.00
GRANDIFLORA SINGLE - F/1 Hybrids:						
BALLEERINA: Extra large, clear, intense salmon.	1.25	2.25	4.00	7.50	25.00	47.50
PRIMA DONA: Heavily fringed bright rose-pink.	1.35	2.50	4.50	8.00	29.00
BOLERO: Fringed deep rose. Good habit.	1.25	2.25	4.00	7.50	25.00	47.50
LA PALOMA: Well fringed pure white, yellow throat.	1.25	2.25	4.00	7.50	25.00	47.50
TANGO: Bright salmon scarlet, fringed and ruffled.	1.25	2.25	4.00	7.50	25.00	47.50
CRUSADER: Striped white & rose-pink. Fringed dwarf.	1.35	2.50	4.50	8.00	29.00
MULTIFLORA SINGLE - F/1 Hybrids:						
Large flowered bedding.						
APACHE: Brightest rose-red. Compact growing.	1.00	1.60	3.00	5.00	17.00	30.00
COMANCHE: Scarlet-crimson, most intense shade. No fade.	1.00	1.60	3.00	5.00	17.00	30.00
MOHAWK: Bright rose-pink. A fine bedder.	1.00	1.60	3.00	5.00	17.00	30.00
PALEFACE: A very fine pure white. Free flowering.	1.00	1.60	3.00	5.00	17.00	30.00
SIOUX: Medium tone salmon with deeper star.	1.00	1.60	3.00	5.00	17.00	30.00
LINDA: Clear, light rose-salmon. A sturdy plant.	1.00	1.60	3.00	5.00	17.00	30.00
ROSE CHARM: Vigorous, bright rose. Very good.	1.00	1.60	3.00	5.00	17.00	30.00

GIANT RUFFLED PETUNIA SEEDS

CALIFORNIA GIANT RUFFLED PETUNIAS:

	Price per					
	½ Tr.	Tr.	1/128 oz.	1/4 oz.	1/8 oz.	1/8 oz.
RAMONA SUPER DWARFS: Bred strictly for pots, the flowers are huge and heavily ruffled.	\$1.00	\$1.50	\$.....	\$ 2.60	\$ 9.00	\$17.00
RAMONA Light and dark shades mixed:	1.00	2.50	8.50	16.00
RAMONA LIGHT SHADES: Veined light shades.	1.00	2.75	9.00	17.00
RAMONA DARK SHADES: Rich and deep tones.	1.00	2.75	9.00	17.00
SUPREME FLOREST STRAIN: Huge rose, pink and sal- mon shades.90	1.50	5.00	9.00
PARAMOUNT GIANTS MIXED: Particularly fine bedder even under less than ideal culture. Good color range.	1.25	1.50	5.00	9.00

A MORE COMPLETE LIST OF PETUNIA SEEDS WILL
BE RELEASED IN THE FALL.

INFORMATION ABOUT ORDERING

In a large, world-wide operation, such as we maintain much better service is possible when a uniform routine is followed as nearly as possible. It is not practical to cover the information given here completely in every pricelist we send out so this annual summary is given for guidance throughout the year. It will help us to serve you better where you know the normal procedure and business terms.

FOREIGN DELIVERIES

We appreciate the extensive business from customers living outside the United States as well as that from domestic customers and in all cases we will do all we can to give good service and delivery on quality products. There is, however, problems of export and import which are beyond our control and usual procedures are given here.

SEEDS: In smaller quantities can usually be sent by letter post without much conflicting regulations and are usually forwarded in that manner. Larger orders may require port of entry or tariff permits. Check this and supply any papers or forms required by your country.

BULBS OR TUBERS: May be sent to most countries with reasonable safety but the purchaser should inquire as to regulations applying in his country and supply any special papers or forms that we are to be required to fill out at time order is made. CANADIAN customers will have to apply to Ottawa for an import permit with which will be issued a shipping label that must be forwarded to us to make shipment.

PLANTS: We make NO ATTEMPT to export live plants as delays in inspection makes delivery in good order doubtful.

DELIVERY BY AIR

Air transport affords a saving in time that is of value over long distances but not much under 500 miles. It may save as much as six days turn around transcontinental.

FREE AIR SERVICE ON SEEDS: It has been our policy for more than 20 years to give free Air service on seeds where order arrives by air and is accompanied by full remittance. This applies to seeds only that have a per ounce price of \$5.00 or more and where order is for \$3.00 or more.

PLANTS AND BULBS: The cost of air transportation on these in most cases is prohibitive. By Air Parcel Post charges start at 60¢ per pound and goes to 80¢ per pound from Chicago east. Air Express is still more costly, in some cases reaching or exceeding \$1.00 per pound. Where this service is desired on this material, remit adequately to cover it or we will make balance C. O. D.

TERMS AND CONDITIONS OF SALE

ALL OFFERS ARE SUBJECT TO CROP AND AVAILABILITY AT TIME
ORDER IS RECEIVED.

ORDER IN TIME: Catalogues and pricelists are issued as nearly as practical, either just in advance or at the start of the major seasons when material offered is of a seasonal nature. We are ready to ship or book orders at time offer is released in accord with information stated. Advanced or prompt ordering of your seasons requirements at that time will make possible better service although we will at all times render the best possible service. Unless there is a special reason for not doing so we will ship all orders in sequence of their arrival just as quickly as possible. As we produce much of our stock, crop, harvest and demand may affect deliveries although seldom very much.

MINIMUM ORDERS: Because of present high overhead in the seed business we must decline any order for seeds amounting to less than \$1.00; for plants or bulbs amounting to less than \$2.00. We do not supply any quantities smaller than the minimum units listed. Intermediate amounts less than 100 will be supplied at the rate of the next smaller quantity listed. Where 250 of an item is quoted not less than 500 will be supplied at the 1,000 rate but otherwise 250 will be given the 1,000 rate.

ACCOUNTS: Remittance must accompany all orders from customers not having established an account with us. To establish an account initial order must be for \$25.00 or more and proper commercial or trade references be given allowing sufficient time to make the normal investigation of references. Where these terms are not met shipment of seeds will be made C. O. D. with a service charge of 25¢ covering additional clerical work of such forwarding. We do not ship perishable plants or bulbs C. O. D.

ALL PRICES QUOTED: Are net to that branch of the trade to which list is issued. No discounts.

FUNDS MAY BE SENT: By check (collectable at par), Draft, Postal or Express Money-order. Currency or coins are sent strictly at the remitters risk and should be registered. Stamps will not be accepted in an amount of more than 95¢ or in denominations larger than 10¢.

DELIVERIES GUARANTEED: To the extent of safety from damage in transit and proper packing when dispatched we guarantee safe arrival. All shipments will carry valid shipping papers in force and controlling at point of dispatch, clearing the health of the material shipped. It is understood, however, that sale has taken place at point of shipment and material travels as the property of the purchaser. Full instructions for obtaining any after-service required will accompany our invoice on each shipment.

LIMITATION OF LIABILITY: Because of the variability of culture and climate, as well as the skill of different growers, no warranty, either expressed or implied can be given relative to productivity, description or crop produced by any seeds, bulbs, tubers or plants. Therefore, any liability on the part of HAROLD'S is understood to be limited in every case to the value of the actual purchase price received. Claims of any nature must be reported promptly, as soon as normally possible to ascertain the condition reported and in accord with instructions on our invoice or service folder.



BEST VARIETIES

Cineraria are always a popular winter and spring pot plant and the varieties listed at the right are probably the best general selection that you will find in them. These seed come to us from foremost specialist growers and are of excellent strain. $\frac{1}{4}$ ounce has about 3,000 seeds and will probably produce 1,500 to 2,000 plants.

Harrold's

CINERARIA

SEEDS

CRAMERS PRIZE: (Reselected) Very large heads, medium small flowers in rich shades mixed. Per 1,000 seed pkt. \$1.25; $\frac{1}{4}$ oz. \$2.00; $\frac{1}{8}$ oz. \$6.00.

C. S. & M. MIXED: A universal blend of Cramers, Sitters & Multiflora that meets general average need. 1,000 seed pkt. \$1.00; $\frac{1}{4}$ oz. \$1.90; $\frac{1}{8}$ oz. \$5.50.

HOWARD AND SMITH CALIFORNIA SUPER GIANTS: Outstanding large flowers often 4 inches across in large basal branched heads. Plants 12 to 16 in. tall and color range brilliant and varied. 1,000 seed pkt. \$1.25; $\frac{1}{4}$ oz. \$2.50; $\frac{1}{8}$ oz. \$9.00.

MULTIFLORA NANA HYBRIDA: Attractive flowers of medium size in large heads with yellow centers. Mostly self colors. A compact, good shipper. 1,000 seed pkt. \$1.00; $\frac{1}{4}$ oz. \$1.50; $\frac{1}{8}$ oz. \$5.50.

SITTERS RAINBOW MIXTURE: Immense heads of medium flowers with white eye and small foliage. 1,000 seed pkt. \$1.25; $\frac{1}{4}$ oz. \$2.00; $\frac{1}{8}$ oz. \$6.00.

STAINLESS STEEL HOES

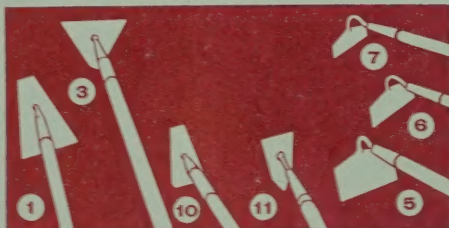
The reason that we offer this commodity to our customers is that we have been so impressed with the lightness and sturdiness of this hoe. It is made of stainless steel and will not rust so when you get ready to hoe in your garden, it is always polished and ready to go to work. It is about four times stronger than ordinary metal and the blade is much thinner, thus making it easier to manipulate. The shanks of the hoe are all in one solid piece and the metal is guaranteed for the life of the hoe.

Hoes No. 1, 3, 10 & 11 can be furnished with handles of aluminum tubing. Hoes No. 5, 6 & 7 have sturdy wood handles.

NO.

1—"Two in One" Hoe, Aluminum Handle.....	\$2.65
3—"Six in One" Hoe, Aluminum Handle.....	2.65
5—High Blade Hoe, Wood Handle only.....	2.15
6—Med. Blade Hoe, Sharp three sides, Wood Handle only.....	2.15
7—Low Blade Hoe, Lightweight, Wood Handly only.....	1.95
10&11—Florist Special, Aluminum Handle.....	2.35

Please Order by Numbers.



CUT FLOWER

Stocks

Our Stock seeds are especially selected for the production of cut flowers from the cultures of three of the world's foremost growers of these. They are unsurpassed in quality.

GIANT DOUBLE COLUMN

- BALL No. 1: Lilac lavender.
- BALL No. 6: American Beauty carmine.
- BALL No. 7: Malmaison pink.
- BALL No. 8: Ruby. Carmine-red.
- BALL No. 9: Chamois pink. Rosy buff.
- BALL No. 11: Rose pink, lighter than No. 22.
- BALL No. 14: Deep rose pink.
- BALL No. 16: Improved florist white.
- BALL No. 20: Apricot, creamy buff. Late.
- BALL No. 21: Purple Heart.
- BALL No. 22: Supreme. Silver rose.
- BALL No. 24: Deep apricot. Deeper than No. 20.
- AVALANCHE: New. Early giant white.
- GARDENIA: Glistening pure white.
- ILLUSION: Deep scarlet.
- PASTEL LAVENDER: A new live shade.
- ROYAL PURPLE: Deeper than Ball No. 21.
- SILVER LILAC: Very fine lavender.
- WHITE GIANT: Earliest, tallest white.
- YELLOW WONDER: Best cut-flower yellow.
- FLORIST MIXTURE: A well blended range.

A SPECIAL PRICE FORMULA: Our uniform price of \$9.00 per ounce is the lowest in the industry for highest quality seeds. All freshest crop. You can buy 1/10 ounce units at the ounce rate; 1/10th. oz. 90¢; 2/10ths. oz. \$1.80 etc.